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PTO/SB/21 (09-04) (AW 10/2004)

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/783,899
	Filing Date	February 15, 2001
	First Named Inventor	Shouichi Gotoh, et al.
	Art Unit	3622
	Examiner Name	Arthur D. Duran
Total Number of Pages in This Submission	Attorney Docket No.	MTS-3244US

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance Communication to TC
<input type="checkbox"/> Amendment/Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/Declaration(s)	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Proprietary Information
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<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): SB/08a and 08b 5 references EPO Search Report
<input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Request for Refund	
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SIGNATURE OF APPLICANT, ATTORNEY OR AGENT			
Firm Name	RatnerPrestia		
Signature			
Printed Name	Daniel N. Calder		
Date	May 12, 2006	Registration No.	27,424

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Signature			
Typed or Printed Name	Beth Johnson	Date	May 12, 2006

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Office, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, ALEXANDRIA, VA 22313-1450.

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Appln. No: 09/783,899
Applicant: Shouichi Gotoh, et al.
Filed: February 15, 2001
Title: ADVERTISEMENT DATA SUPPLYING METHOD, ADVERTISEMENT
DATA REPRODUCING APPARATUS, AND SYSTEM FOR THE SAME
TC/A.U.: 3622
Examiner: Arthur D. Duran

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Pursuant to 37 C.F.R. §§ 1.97 and 1.98 and to the duty of disclosure set forth in 37 C.F.R. § 1.56, the Examiner in charge of the above-identified application is requested to consider and make of record the references listed on the PTO/SB/08a and PTO/SB/08b submitted herewith. Copies of the references listed are enclosed.

Although the information submitted herewith may be "material" to the Examiner's consideration of the subject application, this submission is not intended to constitute an admission that such information is "prior art" as to the claimed invention.


In accordance with 37 C.F.R. § 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made.

These references were cited by a foreign patent office in a counterpart foreign application. A copy of this English language search report, indicating the degree of relevance determined by the foreign patent office is submitted herewith. MPEP Section 609(a)iii, second paragraph.

STATEMENT

The undersigned hereby states that each item of information disclosed in the Information Disclosure Statement was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the Information Disclosure Statement.

Respectfully submitted,



Daniel N. Calder, Reg. No. 27,424
Attorney for Applicants

DNC/bj

Enclosures: PTO/SB/08a and 08b
5 References
European Search Report
Transmittal Form

Dated: May 12, 2006

P.O. Box 980
Valley Forge, PA 19482
(610) 407-0700

The Commissioner for Patents is hereby authorized to charge payment to Deposit Account No. 18-0350 of any fees associated with this communication.

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Beth Johnson

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

SHEET 1 of 2

Complete if Known

Application Number	09/783,899
Filing Date	February 15, 2001
First Named Inventor	Shouichi GOTOH et al.
Art Unit	3622
Examiner Name	Arthur D. Duran
Attorney Docket No.	MTS-3244US

U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Document Number	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code ² (if known)			
		US-5,781,894	07-14-1998	PETRECCA et al.	
		US-5,090,007	02-18-1992	BULTHUIS	
		US-			
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FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date (MM-DD-YYYY)	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
		WO 93/19427	09-30-1993	SINGER		<input type="checkbox"/>
		EP 0 554 577	08-11-1993	N. V. PHILIPS' GLOEILAMPENFA- BRIEKEN		<input type="checkbox"/>
		EP 0 814 419	12-29-1997	KNOWLEDGE INFORMATION RESEARCH INSTITUTE		<input type="checkbox"/>
						<input type="checkbox"/>
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Considered

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.

¹Applicant's unique citation designation number (optional).

²See Kind Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.

³Enter Office that issued the document, by the two-letter code (WIPO Standard St.3).

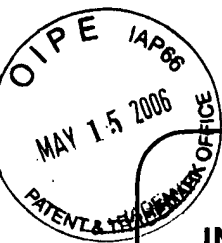
⁴For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

⁵Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible.

⁶Applicant is to place a check mark here if English language translation is attached.

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**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT***(Use as many sheets as necessary)***SHEET 2 of 2****Complete if Known**

Application Number	09/783,899
Filing Date	February 15, 2001
First Named Inventor	Shouichi GOTOH et al.
Art Unit	3622
Examiner Name	Arthur D. Duran
	MTS-3244US

NON-PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T ²
		European Search Report for corresponding European Application No. 01 10 3460, dated April 6, 2006.	<input type="checkbox"/>
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Examiner Signature	Date Considered
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